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Creating Words That Sell

Commercial Writing & Sales Process Strategies for Small Business

Understanding the Sales Process – 2008

by **Bill Gluth, Commercial Writer and Sales Process Strategist**

Ignored by some and misunderstood by many, the sales process is one of the most important yet misinterpreted concepts in business. Lack of focus in this area costs companies tens of thousands of dollars in lost sales every year.

We can all agree that there are 3-sales truths:

1. Selling is the lifeblood of any organization.
2. Sales only work when there are interested and qualified people to “sell to.”
3. Sales activities become much more successful (and profitable) when there is an easy and predictable way to continue generating revenue beyond always searching for new clients.

This is where sales process confusion enters the picture.

In business, we all hear the buzzwords, marketing, sales, and client relationship management or CRM.

Conventional wisdom has taught us that these three elements are three separate issues. In 2007, this thinking has made business development disjointed, creating poor results.

Imagine an automobile that is sitting in parts. You have the engine in the front yard, the tires in the back yard and the rest of your car is in the garage. You’re not going to get very far, are you?

You can only drive forward by putting the engine and tires together with the rest of the vehicle.

The same is true of the sales process. The only way to create an engine that powers revenue forward smoothly is to combine marketing, the sales system and client relationship management together into one focused strategy.

If your goal is to increase revenue, this is how the sales process *should* work.

Step 1: Marketing (*identification, outreach and attraction*) – Marketing’s only job is to *identify* potential clients, create an *outreach* campaign and *attract* them to your selling system. This is where qualified leads move into the sales pipeline.

The greatest challenges business owners have with marketing is they spend too much money on conjecture-based advertising or do not market at all.

Today, advertising statistically fails 96% of the time. The days of building a brand through advertising alone is over due to expense and poor response.

When marketing does not work it is due to increased competition. You can't afford to be invisible in the market place and expect to stay in business and you have to speak your clients language when developing marketing programs.

Marketing for most businesses today should be direct response in nature. This allows Return on Investment (ROI) to be measured and improved consistently.

Your attraction campaign must be focused on *niches*. Speaking directly to a targeted group of people and addressing their 'wants' attracts prospects successfully.

Step 2: The Selling System (*converting attraction into money*) – The only thing sales has ever done is convert attraction into money. It is a one-two punch; marketing attracts and the sales system closes.

The problem is most companies see the sales system as separate from marketing. They also tend to invest zero dollars in sales system improvement. Consultative selling, and helping client purchase rather than trying to sell to them are examples of modern thinking in sales. You must speak TO clients rather than AT them.

Most people in business are not aware of these new concepts. They rely on old school sales methods instead of embracing up-to-date concepts in the science of persuasion.

The question becomes, "*How much money are you leaving on the table with a dated or weak sales system?*"

Step 3: Client Relationship Management CRM (backend selling, referral generation, Word Of Mouth) – Here's something odd, few people ever ask existing clients if they'd like to buy more when a project is completed. Even fewer ask for their clients help in reaching new buyers.

A lacking or non-existent CRM program makes the job of sales much more difficult. Farming has replaced hunting as the sales follow up method of choice for successful businesses.

There should be a process in place, which is used 100% of the time, to ensure purchase satisfaction and recommends other services.

Once client satisfaction is confirmed and trust is established it is a natural step to say, "*Who do you think I should talk to that has similar challenges to the one we just helped you solve?*"

Keeping in touch is another vital element that few businesses do well.

What is your "keep in touch" strategy? When is it implemented? How many times will you "touch" your client base this year?

For most business owners the answer is either:

A.) Never

B.) Hey, we send a holiday card (along with EVERYONE else)

It's needless to say that top of mind awareness is non-existent in either case.

A winning sales process that combines ...

... Marketing to attract

... A sales system that converts attraction into money at least 1 in 5 times

... A CRM program that continues to sell to existing clients and generates referral consistently

... Adds super fuel to your profit generating gas tank.

To power your business forward this year, [develop a winning sales process](#), as outlined in this article and watch your revenues soar.

About Bill Gluth



Bill Gluth is a commercial writer, business coach and a sales process strategist. He specializes in answering the question, *"What is unique about my business and how can I communicate that difference consistently and effectively?"*

Bill provides focused words and innovative strategies designed to enhance any sales or business expansion program. From sales lead generation to human touch marketing follow up, Bill will show you how to communicate consistently so that your business stands out from the crowd in any industry.

Find out more about Bill Gluth's Commercial Writing and Sales Process Strategy Services by visiting <http://www.creatingwordsthat sell.com> or by calling 623-210-3203.

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